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Serial No.: 09/998,111

Conf. No.: 4393

Filing Date: 11/30/2001

Art Unit: 3622

Applicant: Hubbard et al.

Examiner: Duran, Arthur D.

Title: SYSTEM AND METHOD FOR PRESENTING  
MARKETING CONTENT ON A WEB PAGEDocket No.: CA920000060US1  
(IBMR-0111)

## COMMISSIONER FOR PATENTS


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Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Transmitted herewith is: Amendment in 23 pages

for the above-referenced application.

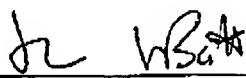
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Commissioner for Patents  
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**AMENDMENT**

Sir:

This paper is being filed in response to the Office Action dated April 1, 2005. Please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims that begins on page 2 of this paper.

**Remarks** begin on page 17 of this paper.